



To: Wholesale Customers

Dear Valued Customers:

R. J. Reynolds Tobacco Co. has always been concerned about the freshness of our products at all levels of the distribution channel. We readily accept **outdated and damaged** product for return from our wholesale community.

During 1996 we experienced an increase in returned goods that were, in fact, salable. It is for this reason the following is being reinforced:

1. All direct accounts are to take back only product identified as outdated with a special sticker and an authorized RJR name stamp.

- unpromoted product that creates overstocks can be accepted for return to shelf stock

2. RJR promoted product is not returnable unless an authorized RJR representative inspects the product, determines it is outdated and stickers the product as indicated above.

To insure the salable returns are reduced, the following will be implemented:

1. Any returns not meeting the above criteria will not be accepted for credit

**2. RJR returns must be held aside for review prior to sealing the cases.
Returns must have retailer / subjobber name on the product.**

We are also asking our **RETAIL CUSTOMERS** to allow their RJR representative access to all cigarette inventory to insure product is rotated. A copy of this letter will be provided to the retail and subjobber accounts to reinforce our policies.

We appreciate your assistance.

Sincerely,

G. H. Moulton
Key Account Manager

Copy: ALL RETAIL OUTLETS

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